

 **Title: HSF Marketing Plan**

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 **Circulation: [insert name(s)]**

 **Date: [insert date]**



# Executive Summary or Introduction

Provide a brief overview of the marketing plan, including;

* Summary of the positive impact HSF has on the community and why marketing is important to ensure everyone who is eligible has the opportunity to find out about the scheme, increasing awareness and participation.
* Outline of the key components of the plan, including the target audience, goals, channels, messaging, budget, implementation, and evaluation.
* Summary of the projected outcomes, such as increased awareness of HSF and an increase in the number of eligible households that apply.
* Mention any key partners or stakeholders who are supporting such as TPOs and explain how they will support the marketing efforts.
* Overview of the budget so it’s clear how much will be spent for administrative purposes
* Summary of the timeline and any key milestones.
1. **Priorities and Objectives**

Show how marketing HSF plan addresses the council priorities, visions and values e.g. caring for the vulnerable or creating financial equality in areas of high deprivation. Outline the key objectives such as;

* Increasing the awareness of HSF across the county and or local authority areas.
* Encouraging eligible households to apply for assistance and response rates for applications.
* Monitoring the increase in the public’s trust in the council’s commitment to supporting the community.
* Fostering community engagement with TPOs and charities to increase the reach.

# Target Audience

Provide details on the people in the community the marketing and communications need to reach and build a strong demographic profile of who they are and where they can be found. This section could include;

* Specific demographic characteristics, such as age, income, postcode and education level or known areas of high deprivation or poverty and where they currently go for support.
* Psychographic characteristics that may be relevant, such as attitudes towards support, social media usage, or preferred communication channels to create a fuller understanding of the individuals.
* Outline any barriers individuals may face in applying for HSF, such as limited internet access or language barriers and how signposting to alternative methods of application are available.

# Messaging

Develop key messaging to be used across all channels to promote the HSF, include reference to;

* Using simple language, avoiding terminology or jargon that may be confusing.
* Outlining who is eligible so individuals understand if they can apply?
* Addressing any concerns that prevent eligible households from applying for HSF, such as fear of stigmatisation or uncertainty about the eligibility criteria or the application process.
* Providing clear information about how to apply for HSF, including the application process, required documentation, and any important deadlines or dates.
* Highlighting any success stories of previous recipients of the HSF.

# Marketing and Communication Channels

Outline which channels are going to be used and how they will be effective in reaching the target audience. This could include;

* **Social media -** Select the channel the likely recipients spend most of their time on, and include reference to the type of engaging content that will be produced.
* **Email** - Target those households where you have email addresses to keep them informed or to alert them to new rounds of HSF funding.
* **Website** - What accessible information and application information will be included on the website so it can be easily found for local searches on Google.
* **Letters** - Similar to email, outline how households will be targeted with relevant information.
* **Press Releases & Media** - Summarise how local media will be targeted with press releases and other content to amplify how HSF is having a positive impact in the community and who is eligible.
* **Info & Posters** - Provide an outline of the printed material that will be available for community centres, libraries, food banks etc to highlight the scheme.
* **Local events and Outreach** - Detail the core events or community places where the local authority can set up a table to distribute information to residents and answer questions on one to one basis.
* **Partner Organisations** - Show what information will be provided to charities, food banks and community hubs. So they can talk to residents and distribute relevant information.
* **Support Packs** - What material will be produced to support individuals applying for HSF?
* **Local Radio -** Include a local radio campaign if there is a wide area to target.

# Budget

Determine the budget for the marketing campaign, including the cost of each channel and the total budget for the campaign. Ensure it’s in line with administrative costs outlined in the HSF delivery plan.

# Implementation & Timeline

Provide an outline of responsibilities and what will be delivered and by when. Ensure all activity is in line with the funding timelines so marketing activities are undertaken in a phased way to ensure resources are not overwhelmed.

Show which marketing activities will go live on an agreed timeline with stakeholders so everyone is aligned and knows what is happening.

# Evaluation

Highlight the methods that will be used to evaluate the effectiveness of the marketing campaign, including:

* Monitoring social media engagement and website traffic
* Tracking email open and click-through rates
* Measuring media coverage and reach
* Counting the number of applications received